

EDITORIALS

Election Postmortem

A lot of Torrance leaders are asking themselves "Why?" today.

Why—did the park and recreation bond issue fail to win a two thirds majority?

Why—did the airport issue go down to defeat? And well they might ask, "Where and how did we fail?"

Less than 30 per cent of the city's registered voters went to the polls last Tuesday . . . and those that did voted "No" enough times to squelch city hopes of additional parks and improvements of the airport.

The parks issue would have cost the taxpayers more money. The airport issue would have cost local residents nothing.

Defeat of bond issues is not unique to Torrance alone. It is a situation occurring all over the country.

One economist recently cited the bond issue defeat trend which is extending all the way to the federal government where much pressure has been applied to trim the nation's budget.

Many believe the chief reason for the defeat of both bond measures was that, primarily, the city did a poor job of selling the issues to the public.

Many of the voters didn't feel they were getting a fair share of the park improvements for their area.

In the case of the airport bonds, they wouldn't have cost the taxpayers a dime . . . still the measure was defeated.

In a city of 90,000 persons, it is hard to reach every voter and explain the issues.

But any campaign must be successfully sold to the voters or it will be defeated.

Most voters follow the old maxim . . . if you don't know what you're voting for, vote "No."

If Fire Strikes

What would you do if your house burned down? There's a superficially easy answer to that question—you'd rebuild it with the insurance money.

However, unless you're one of a comparatively small minority of people, you'd be shocked to learn just how inadequate your fire insurance coverage is.

The main reason that is true is explained by one little word—inflation. Sylvia Porter tells the story in one of her recent syndicated columns. A house that cost \$8,000 in 1937 would cost \$21,600 to replace today. A house that cost \$12,000 as late as 1946 carries an \$18,300 price tag now. So it goes. Miss Porter quotes an authority on the subject as saying: "There's no doubt that the overwhelming percentage of America's tens of millions of homeowners are underinsured."

And that isn't the whole story. The same thing is true, and in many cases to an even greater degree, of the contents of our homes. We buy all manner of things over the years, and we just don't realize how much the total worth comes to. Then, on top of that, inflation has driven up the replacement cost of all commodities, just as it has driven up construction and repair costs.

This year fire losses will hit an all-time high, and may reach or pass \$1 billion. Your home and everything in it could help make up that grim statistic. Carefully inventory your possessions, then see your insurance agent and make sure your fire policies really meet your needs.

Opinions of Others

A free press is essential to political freedom and conversely, governments which do not allow freedom cannot permit a free press. Today in over half of the world: in Russia, in China, in Egypt, in Hungary, wherever dictatorships rule, the press is muzzled. In such places, only good news—news favorable to those in command—is printed, and no editorial criticism is allowed.—Northport (N.Y.) Observer.

A nation-wide poll on the question of "right-to-work" laws reveals that in every section of the country, the public generally approves of them while union members are against them.—Sisseton (S.D.) Courier.

Fifty hundredths, a half second, to take your foot from the accelerator to the brake is good. Sixty hundredths is too slow. Your life might hang on that ten hundredths of a second difference.—Burr Oak (Kans.) Herald.

STAR GAZER BY CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

ARIES	2	8, 14, 20	32, 35, 39
Taurus	1	17, 20, 36, 57	21, 14, 88, 90
GEMINI	8	11, 13, 17	32, 35, 39
CANCER	15	17, 20, 36, 57	21, 14, 88, 90
LEO	21	17, 20, 36, 57	21, 14, 88, 90
VIRGO	27	17, 20, 36, 57	21, 14, 88, 90

1. Plans 2. Let 3. You 4. You 5. There'll 6. You 7. See 8. Differences 9. Be 10. Individual 11. There's 12. Be 13. Who 14. Between 15. Influence 16. Unexpected 17. You 18. Good 19. Must 20. Have 21. You 22. Now 23. Make 24. Have 25. Shape 26. Somewhat 27. By 28. Sars 29. Causes 30. Good 31. Can 32. Grouching 33. Others 34. Let 35. Let 36. To 37. People 38. Secretive 39. Friendly 40. Know 41. The 42. To 43. Go 44. Between 45. Now 46. News 47. Green 48. For 49. About 50. To 51. Important 52. Now 53. Change 54. Changes 55. Favors 56. Unopposed 57. Cop 58. For 59. Well 60. Original 61. Refusing 62. Today 63. Today 64. Light 65. Patience 66. So 67. People 68. People 69. People 70. Who 71. With 72. COP 73. You 74. Stubborn 75. Are 76. Matters 77. Receive 78. Showdown 79. Especially 80. Friendly 81. Fast 82. Snippet 83. Are 84. Importation 85. Strides 86. Money 87. Their 88. People 89. Minds 90. Today 91. Today 92. Today

Moon And Tide



YOUR PROBLEMS by Ann Landers

Tell Him to Go Help Mother

Dear Ann: My boy friend is becoming very insistent. Please tell me what to tell him. I'm losing ground fast. I'm 16, but have always gone with older fellows. My present steady is 20, and in college. He's very smart and majoring in psychology.

He says when two people are sincere there's nothing wrong with expressing their love to the fullest degree. I told him I wasn't brought up with such ideas and what he has in mind would make me lose respect for myself. He claims these are "immature rationalizations" and I have no logical basis for my thinking.

He constantly shows me books where it says a person who is inhibited and refuses to give vent to natural emotion becomes tense and develops personality problems. He says youthful energy should not be pent-up.

Also, he points out that I'm depriving myself of a wonderful part of life and keeps asking why I condemn something I haven't tried. What do I tell him now?—S.R.D.

Ask him if he's ever tried sticking his head in a cement mixer? Tell him he shouldn't condemn it until he's tried it.

What your boy friend has in mind ought to be more than just a means of releasing inhibitions in order to prevent personality problems. In our society it is a part of marriage and procreation. His sales talk is designed for his own pleasure. If he were interested in you he wouldn't risk your peace of mind, your

health, and your reputation. Suggest that he release some of that youthful pent-up energy on the tennis court, the baseball diamond, or perhaps he can help his mother rearrange the furniture. My mail is stacked sky-high from girls who lost The Great Debate and wound up disgraced, ashamed, and alone.

Dear Ann: I don't have what you call a real problem. It's more of a simple question that I'd like you to answer. Being a woman yourself you may be able to solve the riddle.

My wife is a wonderful girl who just loves to shop in the stores. She's a sensible buyer and I am not writing to complain about what she spends. When I come home from work and ask her what she did all day, she invariably says, "I went shopping." Then when I ask her what she bought, she says "nothing." Why, Mrs. Landers, do women call it "shopping" when they don't buy anything?—REX

Dear Rex: I guess this is sorta like men who go fishing. Any more questions?

Dear Ann: My husband is a radio and TV repair man. He's gone seven days a week and seven nights, also. The only time I see him is when he runs in for lunch and supper. He bolts the food down and dashes out again like he's rushing to catch a train.

THE FREELANCER by Tom Rische

People Today Are All Wet

Americans should be a lot cleaner than they used to be. The American Plumbing and Heating Industries Bureau tells us that the old Saturday night bath routine has changed to three baths or showers a day in many cases.

These include the "pick-me-up" shower in the morning, another scrubbing session after getting home from work, and a "relaxer shower" before going to bed. Although baths aren't always taken for sanitary reasons, the net effect is to make us the most scrubbed-up generation in the history of the world.

Americans are just beginning to discover what is commonly accepted in other parts of the world as a pleasant ritual. Some countries have community baths in which everybody gets together and has a scrubbing good time cleaning off the grime.

Actually, taking a shower or bath is one of the cheapest and easiest recreational pursuits around. The average shower costs about half a cent by prevailing Torrance rates, not counting the soap

and shampoo involved. The average bath runs a little higher. No more do Americans have to get the water from the brook and heat it on the old wood stove. All we have to do is turn on the faucet, remembering, of course, to take off our watches.

It's a bathroom baritone's paradise, especially if he is run out of the other rooms of the house. This bathing fetish, probably caused in part by many ex-GIs who are making up for the showers they missed while in grimy foxholes, has had other repercussions.

Manufacturers of plumbing fixtures and tile have been swamped with business as new homes install up to four bathrooms and old homes add more baths. One bath per home used to be standard equipment. Today, the average in older homes is 1.5, while in newer developments, the average is 2.1.

This mushrooming number of bathrooms with tub and/or shower makes it possible for more people to take baths

more often, eliminating the old hassle over who was going to have the bathroom next. It gives Junior less excuse for not scrubbing behind his ears.

If every Torrance resident took a shower every day, it would use up 1,380,000 gallons of water at a total cost of some \$3450. Three showers a day would mean the use of 4,140,000 gallons of water. The average shower takes 15 gallons of water.

This increasing cleanliness, however, could pose a problem to the people who must bring in water from the Colorado River and other sources which supply the Los Angeles area. Officials now estimate that by 1970, Los Angeles, the largest city in the world not located on a river, will have to look for other sources of supply for its water.

It's conceivable that the 4,000,000 area residents could scrub ourselves right out of water.

If cleanliness is next to Godliness, there should be a lot of people who are almost saintly. I haven't seen too many of them. Have you?

REYNOLDS KNIGHT

Spots Found for Square Pegs

Industry's prime need, personnel-wise, is a systematic program for matching men and jobs.

Some of the country's top personnel people kicked this problem around recently at a seminar sponsored by the American Management Assn. Only by devising dependable systems for spotting promotable people, the panelists agreed, can any business provide the maximum opportunities for its engineering and technical employees.

The armed forces once were notorious for putting the right people in the wrong jobs. There are signs, however, that this trend is being corrected, and one of these is the "square peg" program developed by the Air Force's Air Research and Development Command, seeking a better way of matching officers and jobs.

Under the ARDC procedure, each man doing any hiring is asked to have punched on cards of qualifications that are mandatory and desirable for success in each job. Data about officers are recorded on parallel cards. When a job becomes vacant, the person doing the hiring requisitions a "square peg" card run that uncovers all appropriate officer cards. A list of those qualified is then furnished to personnel assignment officers.

FAST FILLING—Noticing the way Americans have taken to pressing the button on pressure cans, the manufacturers of soaps, chemicals and other products are turning to automation to speed up production of that kind of container. Expanded markets are foreseen for pushbutton packages when they are produced by pushbutton methods according to American Can Co. Pressure cans are now filled at the rate of 60 to 150 a minute, but this rate will

jump to more than 300 a minute as many manual operations are speeded up by automatic equipment. These include such operations as receiving, storing and feeding cans to the filling line; inserting valves, applying buttons and overcaps, and packing, sealing and stacking.

THINGS TO COME—A hobby that ought to intrigue Dad as well as Junior is given an assist by a kit of plans and parts that makes it possible to build a small, gas-powered auto that uses the engine from a discarded lawnmower. The home craftsman looking for a special piece of rare wood for his current project can get a new catalog listing any exotic strains, from "avodire" to "zebra," and also a sample package of 50 different varieties from five continents. A new line of steel-framed "pre-fab" houses comes with dry-wall sheets for interiors already taped and spackled to enable painting or other decorative treatment without joints showing.

PREFERRED PACKAGING—As the holiday season draws near, U. S. distillers are in full agreement with the theme that "liquor is the gift no one ever returns." But there's less than complete unanimity about the way liquor should be packaged. Currently the industry is divided into two camps—decanter vs. nondecanter. Independent surveys attest to consumer approval of the stylized bottles, sales executives say. One such market study conducted this year in a score of important areas disclosed that decanters were responsible for boosting liquor sales more than 20 per cent during the 1956 gift season. An industry newsletter has just estimated Americans will give over a quarter of a billion dollars worth of dis-

tilled spirits as holiday gifts this year.

NAME-DROPPERS—How do advertisers get celebrities to endorse their products? The use of testimonials in advertising is not new, but there are new techniques involved, points out William H. Freeman in his just-published "The Big Name" (Printer's Ink Books).

Freeman, a New York Times business and financial writer, says: "In the old days, just about everything went. All that was needed was to link a well-known name to a product. Even when the tie-up was thoroughly illogical and made no sense at all, the product still sold." He recalled that a great football star once endorsed a typewriter, crediting it for his classroom performance. It turned that he was at the bottom of the list scholastically.

Today's ad man, says the author, has learned that an honest testimonial works better than the old-style fake because he cannot afford to risk a product's reputation or large sums in advertising in an ad campaign that can be wrecked by dishonesty or even blatant insincerity.

BITS O' BUSINESS—One of the perils of automation: During Queen Elizabeth's recent visit to New York, wachers in the downtown financial district were struck lightly about the face and shoulders by old computer-machine punch cards used instead of ticker tape. More than 45 billion light bulbs have been made since Thomas A. Edison invented the incandescent lamp, and the industry estimates this year's production alone at 2.5 billion. A German maker of stuffed toy animals advises U. S. buyers it's all sold for Christmas on its \$75-\$400 line.

THE SQUIRREL CAGE By Reid Bundy

A Certain Cure for Old Age

You can tell that the head-writer for the Highland Park News-Herald has his ear attuned to the times.

A head in the garden section of the newspaper last week announced that:

Daphne Smells Good Like A Garden Plant Should

At least it proves the guy isn't living in complete isolation.

In the same issue, Earl Vail reports that the only way to avoid the trials, ills, and tribulations of old age is to die young.

Evidence that someone didn't follow the foregoing advice, at least in the opinion of some unkind soul, was the funeral procession which had Isa Korn of the city's

recreation department sidelined for a while this week as she was on her way back to work from lunch. A gaudy reflectorized bumper sticker on the rear of one of the lead cars in the procession proclaimed for all to see: "It's Hi Time."

We had it figured about right last Sunday when we predicted that the bond and charter elections would be settled by a minority—not according to the old tradition that majority rules.

A check of the voting figures show that slightly more than 5000 persons out of a city population exceeding 90,000 voted yes to effect a major change in the city's form of government by adding two councilmen to the city's governing body and having the mayor elected for a four-year term by the voters.

Had all of the city's 33,318 registered voters gone to the polls last Tuesday, the outcome of all of the issues very likely would have been the same with the possible exception of the park bond issue which lost by a mere 149 votes.

And while we are on the subject of voting, we might as well report that the old political pots are beginning to boil. Ex-President Harry Truman has asked for a probe of a possible conspiracy to get Governor

Knight to run for the Senate so Senator Knowland will have a clear shot at the Governor's chair. You'd think this was the first time anything like a political deal had been unearthed.

On the local scene the politicians are getting just as excited, what with two seats opening up on the city council and the mayor's post going up for grabs. Veteran observers on the scene predict that a record slate of candidates from all sections of the city will be tossing their hats in the ring before the nominations are closed next spring.

Only announced candidate so far is the city's current mayor, Albert Isen, who has said he will go after the new four-year post next April. It will be a wide open scramble, because there will be no incumbents on the list, it being a new post.

The two extra seats on the council will encourage entrants from the city's various "communities" which see the expanded council as a chance to increase the representation from their areas. All in all, it looks like a few exciting weeks come next March and April.

I tried it again Thursday night and got the same reaction this year. When a spooky looking creature rapped at my front door and yelled "Trick or Treat," I said "I'd settle for the trick. Let 'im dumbfound. All they know is the treat part.

ALERT TODAY ALIVE TOMORROW

Torrance Herald
Established Jan. 1, 1914

National Member of National Editorial Association, California Newspaper Publishers Association

Publication office and plant at 1619 Gramercy Ave., Torrance, Calif.

Published Semi-Weekly, Thursday and Sunday. Entered as second class matter January 20, 1914, at Post Office, Torrance, California, under act of March 3, 1879.

REID L. BUNDY, Publisher

GLENN W. PFEIL, General Manager

Adjudged a Legal Newspaper by Superior Court, Los Angeles County, California, Decree No. 21470, March 30, 1927.

Subscription Rates: By carrier, 45c a month. Mail subscriptions \$5.40 a year. Circulation office 7A 57000.